

P.O. Box 419264
Kansas City, Missouri 64141
816-561-5323
816-561-1991 Fax
kweitzel@swassn.com

Since 1933

Heart of America Chapter

GCSAA
GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

Environmental
Institute for Golf

Presidential Club

Our Mission is to promote the welfare of the game of golf, the science and art of golf course management, the organizational and business effectiveness of the profession, the professional image and well-being of individual members, and to unite golf course superintendents within the Greater Kansas City area.

Volume 43, No. 7

THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

September 2011

MO Cup Challenge



Old Kinderhook Golf Club



Lake Valley Golf Club

***Oct. 3 & 4, 2011
Camdenton, Mo.***

- Member Profile
- Golfing Buddy
- What I Didn't Learn in College

Heart of America Chapter
GCSAA
GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

2011 HAGCSA Officers and Board of Directors

PRESIDENT:

Doug Melchior..... 913.897.3805 (Overland Park Golf Course, Overland Park, KS)

VICE PRESIDENT:

Tim Nielsen 816.350.9900 (Creekmoor Golf Club, Raymore, MO)

SECRETARY/TREASURER:

Todd Bohn..... 816.331.3306 (Wolf Creek Golf Links, Olathe, KS)

IMMEDIATE PAST PRESIDENT:

Scott Johnson, CGCS..... 913.764.6572 (Shadow Glen, The Golf Club, Olathe, KS)

NATIONAL VICE PRESIDENT:

Sandy Queen, CGCS..... 913.897.3805 (City of Overland Park, Overland Park, KS)

NATIONAL DIRECTOR:

Bill Maynard, CGCS..... 913.432.0333 (Milburn Country Club, Overland Park, KS)

DIRECTOR, TOURNAMENTS:

James Kennedy..... 913.897.8181 (Ironhorse Golf Club, Leawood, KS)

DIRECTOR, MEMBERSHIP, HISTORICAL, AWARDS:

Danny Kaleikau 816.252.3185 (Rockwood Golf Club, Independence, MO)

DIRECTOR, SCHOLARSHIP & RESEARCH:

Jeff White, CGCS..... 913.631.8002 (Lake Quivira & Country Club, Lake Quivira, KS)

DIRECTOR, MEETINGS & PROGRAMS:

Duane Sander, CGCS..... 816.781.8975 (Shoal Creek/Hodge Park Golf Courses, Kansas City, MO)

DIRECTOR, EDUCATION:

Paul Davids, CGCS..... 913.592.2085 (Sycamore Ridge Golf Course, Spring Hill, KS)

DIRECTOR, PR/COMMUNICATIONS:

Brad Gray..... 913.722.9432 (Mission Hills Country Club, Shawnee Mission, KS)

SPECIAL DIRECTORS:

Dave Fearis, Vendor Liaison..... 913.424.3626 (Agrium Advanced Technologies, Leawood, KS)

Spencer Roberts, Employee Tournament... 913.764.6572 (Shadow Glen, The Golf Club, Olathe, KS)

John Sheehy, MO Cup Challenge..... 913.441.0676 (Helena Chemical Co., Shawnee, KS)

CHAPTER DELEGATE:

Jeff White, CGCS..... 913.631.8002 (Lake Quivira & Country Club, Lake Quivira, KS)

HEARTBEAT EDITOR:

Tony Bertels..... 816.513.8911 (Swope Memorial Golf Course, Kansas City, MO)

EXECUTIVE DIRECTOR:

Kim Weitzel..... 816.561.5323

Published by the:

HEART OF AMERICA GOLF COURSE SUPERINTENDENTS ASSOCIATION

P.O. Box 419264, Kansas City, MO 64141-6264 • Phone: 816.561.5323, Fax: 816.561.1991, www.hagcsa.org

TABLE OF CONTENTS

MO Cup Challenge Profiles 4

MO Cup Registration Form..... 6

MO Cup Challenge Vendor Support Form 7

Employee Tournament Report..... 9

Golfing Buddy 11

MO Cup Challenge Report..... 13

Common Ground Report 14

Meetings and Programs Committee Report..... 14

Common Ground Exhibitor Forms..... 16

Annual Meeting Registration Form 19

Holiday Party Reg. Form..... 20

Out of the Oven and Into the Fire 21

Weather Conditions 23

Scholarship and Research Committee Update 25

Tony’s Teasers 25

Member Profile 28

What I Didn’t Learn in College..... 29

Public Relations Committee Report 32

Awards Committee Report 34

Editor’s Column..... 41

**DELIVERING SOLUTIONS
TO HELP YOU WIN.**

Jon Francis, Turf/Ornamental Sales
Cell 816-457-0786 • jgfrancis@landolakes.com
Fax: 816-364-4636 • Office: 800-821-9008

Blue Springs Office
1704 NW A Street, Blue Springs, Missouri 64015

WINFIELD
SOLUTIONS
PROFESSIONAL PRODUCTS

winfieldsolutionsllc.com

MO Cup Challenge

Oct. 3-4 at Old Kinderhook and Lake Valley Golf Courses, Camdenton, Mo.

Old Kinderhook Superintendent Profile: Rusty Fuller has a Bachelor of Science degree from Southern Illinois University at Carbondale in turf. He also has a Master of Science degree in horticulture from the University of Missouri at Columbia. After his college years he worked for Turf Diagnostic & Design in Olathe, Kan. He then went to work for Bellerive Country Club in St. Louis and on to Boone Valley Golf Club as an assistant superintendent. After Boone Valley he was superintendent at Dalhousie Golf Club in Cape Girardeau and later at Dismal River Club in Mullen, Nebraska. Rusty has been the superintendent of Old Kinderhook since early 2010.

Lake Valley Superintendent Profile: Alex Hultz has a B.S. in management from Quincy University, Quincy, IL 1993 and a B.S. in agronomy from SMS (now MO State) 1998. He worked in Quincy IL at Westview Golf Club 1985-1986, Fremont Hills Country Club, Springfield, Mo. 1994-1998, Far Oaks Golf Club in Casseyville, IL 1998-2000. He then ventured out and grew in Birch Creek Golf Club in Union, Mo. from 2000-2003 and has been at Lake Valley since March 2003.

Course History - Old Kinderhook: The Club at Old Kinderhook opened in May 1999 and is a Tom Weiskoph design. The course has zoysia fairways and tees and bent grass greens and plays to a yardage of 6,855 yard par 71. The course is renowned for its valleys, waterfalls, hills, trees and water hazards.

Course History - Lake Valley Golf Club: Lake Valley is a semi-private, 18 hole championship golf course located near Camdenton, Mo. in the beautiful Lake of the Ozarks region. Designed in 1967 by Floyd Farley, the golf course offers a unique combination of six par threes, six par fours, and six par fives with a cumulative par of 36-36-72. Lake Valley features zoysia tees, lush Bermuda fairways and bent grass greens.

Has Something Changed?

Be Sure to Report Job Changes and Other Moves to the Heart of America GCSA

**Phone: 816-561-5323
Fax: 816-561-1991 or
e-mail: kweitzel@swassn.com**



Rooted in a Greener Future

Residential & Commercial Tree Care Solutions

- Tree & Shrub Pruning • Tree & Stump Removal
- Cabling & Bracing • Consultation
- Tree Preservation • Plant Health Care
- Insect/Disease Control • Tree/Shrub Fertilization

Call today for a Free Estimate!



(816) 214.8327

www.urbantreekc.com

Licensed & Fully Insured for Your Protection!



MO CUP CHALLENGE

HAGCSA / MVGCSA / OTA

Lake Valley Golf Club



Camdenton, MO

October 3, 2011

11:00 a.m. – Registration

12:00 p.m. – Shotgun

5:30 p.m. – Dinner & Reception

Old Kinderhook Golf Club



Camdenton, MO

October 4, 2011

8:00 a.m. – Registration

9:00 a.m. – Shotgun

Start Forming
Teams Now!
Registration &
Sponsorship
Opportunities
within newsletter.

TITLE SPONSOR



JOHN DEERE
GOLF

VanWall

MISSOURI CUP CHALLENGE

HAGCSA / MVGCSA / OTA



DATE: October 3-4, 2011

LOCATION(S): Lake Valley Golf Club
367 Lake Valley
Camdenton, MO 65050

Old Kinderhook Golf Club
Highway 54-80
Camdenton, MO 65020



SCHEDULE: October 3, 2011 Lake Valley Golf Club
11:00 a.m. - Registration
12:00 p.m. - Shotgun (4 person scramble)
5:30 p.m. - Dinner & Reception
October 4, 2011 at Old Kinderhook Golf Club
8:00 a.m. - Registration
9:00 a.m. - Shotgun (4 person scramble)

COST: \$135.00 (includes golf registration for both days and reception on Monday)
\$25.00 Monday Reception Fee for each "guest" of a player

HOTEL RESERVATIONS: Please contact Old Kinderhook Golf Club to make overnight accommodations at 573-346-4444 ext. 3. Room charges are not included in golf registration fee. A special rate of \$115 for a 1 bedroom, \$155 for a 2-bedroom, and \$190 for a 3 bedroom cottage has been arranged.

DIRECTIONS TO HOTEL: Old Kinderhook is located two miles west of Camdenton on Highway 54. Once you've crossed the Niangua Bridge, take the second right, which is Lake Road 54-80, and proceed to the entrance of Old Kinderhook.

Yes, I/we plan to attend the MO CUP CHALLENGE on October 3 & 4!

Player(s): _____ Company: _____
 _____ Company: _____
 _____ Company: _____
 _____ Company: _____

Guest(s) attending the reception at \$25.00 per person: _____

Contact: _____
 Company: _____
 Address: _____
 Phone: _____ Email: _____

PAYMENT (Payment must accompany registration - First-come, first-serve bases. Limited to 36 teams.)
 Check Enclosed Credit Card: No.: _____ Exp: _____ Security Code: _____
 Name on Card: _____
 Signature: _____

Complete Form and Mail, Fax or Email no later than **Friday, September 23rd** to:
 HAGCSA . P.O. Box 419264 . Kansas City . MO . 64141-6264
 816-561-5323/phone . 816-561-1991/fax . kweitzel@swassn.com . www.hagcsa.org



MISSOURI CUP CHALLENGE
HAGCSA / MVGCSA / OTA
October 3-4, 2011 at Lake Valley & Old Kinderhook

VENDOR SUPPORT

Company: _____

Contact: _____

Phone: _____ E-mail: _____

Title Sponsor - \$2,500 (TAKEN) – John Deere/Van Wall Equipment

- Recognized as presenting sponsor over the two day event both verbally and with signage at registration table, reception, and during lunch
- Complementary foursome in the tournament
- Tee sign with company name located on assigned tee
- Name and logo on the rules sheet that is in every participants cart prior to the start of the event.
- Recognition in *Heartbeat* publication.



Food Sponsor (supply & cook) - \$1,500 (TAKEN) – Bayer Environmental Science

- Company Name on individual banner, located at food site.
- Company name on banner located near registration area.
- Verbal recognized as food sponsor over the two-day event
- Name on the rules sheet that is in every participant's cart.
- Recognition in *Heartbeat* publication.



Reception/Beverage Sponsors - \$350

- Company name on banner located near registration area
- Verbally recognized as reception sponsor during the awards presentation during reception
- Name recognition on table tent cards during dinner for reception
- Tee sign with company name located on assigned tee.
- Recognition in *Heartbeat* publication.

Hole Sponsors - \$200

- Tee sign with company name located on assigned tee.
- Company name will be recognized on main banner near the registration area.
- Recognition in *Heartbeat* publication.

Associate Sponsors - \$100

- Name recognition on main banner near registration area
- Recognition in *Heartbeat* publication.

PAYMENT:

Check Invoice Credit Card No.: _____
Exp. _____ Security Code: _____ Name on Card: _____

GOLF: If you're interested in participating in this year's golf event, please fill out a registration form for your team. All donating vendors are guaranteed a spot in the tournament. Cost of the event is \$135.00 per player.

Complete Form and Mail, Fax or Email no later than Friday, September 16 to:
Heart of America Golf Course Superintendents Association
P.O. Box 419264, Kansas City, MO 64141-6264
816-561-5323/phone; 816-561-1991/fax; kweitzel@swassn.com; www.hagcsa.org

Reinders

Providing You With
Solutions and Supplies
to Create a Masterpiece.



19942 W. 162nd Street, Suite D
Olathe, KS 66062
913-397-0080
www.reinders.com



Dennis Whiteford
913-238-0869
dwhiteford@reinders.com



Scott Wilcox
816-977-9853
swilcox@reinders.com



Mike McMillin
816-225-7235
mmcmillin@reinders.com

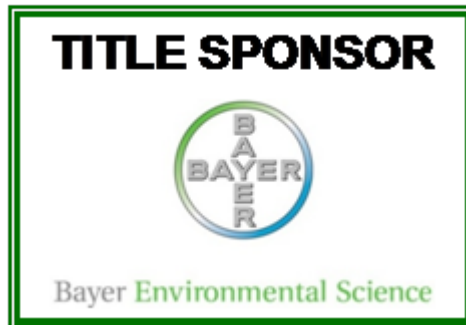
Employee Tournament Report

By Spencer Roberts, Special Director

As you all may know I moved to Omaha, Nebraska six weeks ago and was unable to attend the Employee Tournament. I have been looking forward to the tournament for some time now and I am very disappointed that I could not make it back. The feedback for the Employee Tournament has been terrific. I hope everyone that attended had a good time. I want to thank Superintendent, Matt Hemphill and Drumm Farm Golf Course for being gracious hosts. I heard everything was amazing.

This tournament could not have gone on without the wonderful donations from all the vendors. Special thanks goes out to Bayer for being this year's Title Sponsor. I would also like to thank our beverage sponsor John Deere/Van Wall. Another big thank you goes to Kim Weitzel, Andy Klein and my committee for all their help and time the past few weeks. I hope to see everyone soon.

Special Thanks to Our...



HERFORD ■ NORBY
G o l f C o u r s e A r c h i t e c t s

Phone: 952.361.0644 Fax: 952.361.0645
e-mail: golfnorby@earthlink.net web: herfortnorby.com

Supreme TURF PRODUCTS, INC.

THE ULTIMATE IN PERSONAL SERVICE & PRODUCT KNOWLEDGE

Serving Illinois, Missouri, and Kansas
for Over 25 Years

CHEMICALS:

- Syngenta
- Bayer
- Monsanto
- Dow
- B.A.S.F.
- NuFarm
- PBI Gordon
- Regal
- Cleary

SEED:

- Jacklin Seed Company
- Tee-2-Green
- Seed Research of Oregon
- Pick Seed

AMENDMENTS:

- Profile
- Sand-Aide

FERTILIZER:

- Anderson's Golf Products
- Par Ex
- Milorganite
- Nature Safe
- Emerald Isle
- Grigg Brothers
- Earth Works

ACCESSORIES:

- Standard Golf
- Par Aide
- Bayco Golf

SERVICES:

- Spyder Delivery Service
- Soil Testing &
- Recommendations
- Irrigation Water Suitability

19925 W. 161ST STREET; SUITE E • OLATHE, KS 66062 • 913-829-3611

JOHN DIXON
816-210-0071

MIKE KIPPER
913-208-5268

ANDY SOUTHARD
785-979-2240

supremeturfproducts.com

Golfing Buddy

By John Sheehe, Special Director

I have been taking a walk down memory lane the last few days. Being asked to write something for this issue of the Heartbeat presents a challenge I haven't had in about 12 years. Since graduating from Kansas State I haven't had to write anything of substance.

I have learned that after all these years I haven't changed a bit. I can still procrastinate like a champ and tend to do anything and everything to put off doing the assigned task. Knowing that this article was on the horizon for months, I of course waited until the Friday before the Monday due date to begin thoughts of a potential topic. When Saturday rolled around I dusted the blinds in the kitchen, vacuumed, and did some laundry. All things I rarely do, but very much appreciated by my confused wife. I hadn't told her that I had to write this or she might have figured it out. When we were dating in college my apartment was always the cleanest when I had a bunch of tests or a project due. Sunday afternoon, I dusted the blinds in our living room, still without a topic.

Now Monday morning, the topic is decided. I have decided to write about my Saturday morning adventure with my nearly 7 year old son, Connor. You see, I took Connor to play his first holes of golf at Sycamore Ridge on Saturday morning. He was so excited, as it was approximately a year from when he first asked to play "real holes". He had beat balls on the driving range many times, but never played on a golf course. After asking to play "real holes", I told him we would do it soon and thus he has asked every weekend for the last year, December, January, and February not excluded.

Continued on next page



Williams Lawn Seed Inc.

PO Box 112 * Maryville, MO 64468
1-800-457-9571

Distributor of Turfgrass Seed since 1930!

- ***REVOLUTION FESCUE BLEND**
- ***HIGHEST QUALITY** Bluegrass, Ryegrass, Turf-Type Fescue, Fine Fescue and Links Blend
- ***A-1 & A-4** Bentgrass and many more
- ***RIVIERA** Bermudagrass
- ***STARTER FERTILIZER**
- ***WILDFLOWERS**
- ***NATIVEGRASSES**



**Call Bill Tritt
 Today!
 816-863-1372**

EnviroMax® Turf

Soil Conditioner

- *Reduces soil compaction
- *Helps eliminate poor drainage
- *Maximizes aeration performance
- *Allows soils to breathe

**Designed to help restore
 soil to its best condition!**

Email: btritt@swbell.net

Golfing Buddy - cont.

So Friday night I told my wife that I might take him to play golf in the morning, but didn't tell Connor to avoid possible disappointment in case for some reason it doesn't work out. I have cleared everything with Paul and Dylan earlier on Friday, so knowing we need to get ahead of the busy Saturday morning tee sheet I walk into his room at 6:30 AM. Finding him snoring to beat the band, I am hesitant to wake him, but decide to go ahead with the plan. Shaking him, he finally opens his sleepy eyes and gives me a dirty look. I then ask, "Do you want to go play a couple holes?" His answer, "YES" and he sits up instantly and darts down the ladder of his bunk bed. I put out some clothes and he is dressed and downstairs in less than four minutes. It usually takes him five minutes to just get his socks and shoes on!

On the twenty minute drive to the course I sense how excited he is as he has a permanent smile on his face. We arrive at the Sycamore Ridge maintenance shop and I take a few pictures of him carrying his golf bag. Then we hop in a gator in the shop. Being only 6, he doesn't look in the passenger seat and just plops down into about an inch of water and jumps up quickly complaining of a soaked butt.

I had told him we would play holes 7, 8, and 9, and as we head out of the maintenance facility I see the lead group on the 5th tee. They have to play the par 3 - 5th and the par 5 - 6th before reaching the 7th that we plan to start on. We arrive at the tee and Connor says, "Daddy, I dropped the ball you gave me way back over there" as he points back about 100 yards.

He grabs another ball from his bag and walks up to the forward tee. I tee it up for him as he takes a couple practice swings. Ready for his first shot he steps up to the ball and takes a mighty rip. The ball travels about 25 yards before coming to a rest in the rough. We continue on with him taking hack after hack. I had plans to keep track of his strokes but quickly realize this isn't going to happen. The entire hole takes approximately 30 strokes, one of which traveled backwards about 3 inches. I don't know how he did it other than to attribute it to the well known acronym "LOFT". But since he is my son and that wouldn't be the fatherly thing to do, we will just say it was a slight miss-hit.

We finish the hole as I notice the lead group is now on the 7th tee. Connor has finished his first hole and is now complaining of not only a wet butt, but also of wet shoes and socks. My sons first experience with "Swamp Foot."

We rush to the 8th and finish it with the only issue being a missed 2 inch putt, just steady 5-25 yard shots all the way to the green. Realizing we won't be able play quickly enough to stay ahead of the foursome behind us we skip #9 and head to the back nine. Connor plays the par 3 - 13th and proves to be just like every other golfer. Hitting his drive into the left rough about 35 yards off the tee, but looking for it 70 yards off the tee. I find the ball for him and he finishes the hole.

Cruising around the remainder of the back nine, we come to the 18th and he wants to play so we tee it up on our final hole. He crushes his best drive of the day and is very excited to hit his first fairway. He wants me to keep his score on this hole and after reaching the green and taking 2 putts he is eight feet from the cup. He steps up like a pro and drains it for a 17. It was like the one good shot that keeps a golfer wanting to come back and play again.

On the ride home he wants to call both his grandfathers to tell them about what he got to do and how far he hit the ball. Then as we approach home he says, "Daddy, will you play golf on the Wii with me?" I believe he is hooked and I couldn't be more excited. You know there isn't anything in the world more enjoyable to me then watching him play baseball, soccer, or basketball. But unfortunately I will never be able to play those sports with him. But golf is a different story and I look forward to many rounds of golf with him in the future. What a great game!

MO Cup Challenge

By Special Directors John Sheehe and Dave Fearis

In less than a month, the Mo Cup Challenge will once again be here. To those that have played it in the past, you know that this is a very fun event with golf and camaraderie at its best. Last year we faced a couple of challenges with the Tuesday morning breakfast being a little under par and also an early closing of the bar on Monday night. We have been assured that this will not happen this year.

One thing everyone can help us with is that we still need more sponsorships. As you can see in the sponsorship flyer, there are hole and reception/beverage sponsors. All the money raised goes back into prizes for you the players. So, vendors, clubs, etc., please step forward and contribute.

Lake Valley and Old Kinderhook are in excellent condition. We look forward to seeing everyone on October 3 and 4 for a great event.

TurfWerks

The Rain Bird IC System is a revolutionary control platform that directly links your rotors or valves and central control. Rain Bird's innovative Integrated Control uses up to 90% less wire and up to 50% fewer splices



Components of the IC System



Central Control



Rotors & Valves



Maxi Wire



Integrated Control Module

Sales	Pump Stations	Service	Parts
Brian Freeman	Bill Barker	Jamie Chambers	Brian Flaherty
913-530-3903	515-745-0202	913-530-4729	877-544-8102
bfreeman@turfwerks.com	bbarker@turfwerks.com	jchambers@turfwerks.com	bflaherty@turfwerks.com
www.turfwerks.com			

Common Ground

By Paul Davids, CGCS, Director

The 2011 Common Ground Conference is quickly approaching – it is scheduled for Dec. 13 and 14. I know it is hard to think about December already, but plan to attend the conference. The education programs are all scheduled and the trade show booth information has been sent to the vendors. Booth cost has been lowered this year, so if you are a vendor, be looking for the information and get your space reserved early. We will again be having a raffle during the networking reception with some fabulous prizes including a large screen television and an I-Pod 2.

The golf education track has come together very well, and will provide an excellent learning opportunity for Superintendents as well as Assistants. We will again have pesticide applicator license recertification available during the conference. There will also be GCSAA Continuing Education Units (CEU) available for the conference.

The Wednesday schedule has a theme that may appeal to your General Manager or Greens Committee Chairman. Please share the information with them and encourage them to attend. In the coming weeks you will be receiving your first mailing with the conference schedule – outlining the class options. Watch for the brochure, and plan now to attend the conference in December.



Meetings and Programs Committee Report

By Duane Sander, CGCS, Director

We have two big events coming up this fall besides the fall outing at the lake. First will be the annual meeting which will be hosted by Jeff White, CGCS, at Lake Quivira Country Club on Tuesday, Nov. 8th. The golf starts at noon followed by cash bar, dinner and meeting at 6 p.m. Anyone wishing to run for election please contact one of your Board members.

The second event I'm excited to announce is our Holiday Party - which will be held on Dec. 2 at the centrally located Argosy Casino in Riverside, which will be close for everyone. The entertainment for the night is nationally known comedian Mike Baldwin. Should you decide to stay the night, the Argosy has extended a discounted room rate of \$129. Just state that you're with the Golf Course Superintendents group. Use the registration forms provided to get signed up early so you won't be left out.



CALLING ALL VENDORS **(Two Associations – One Location – Be There!)**

The Heart of America Golf Course Superintendents (HAGCSA) and the Mid-America Green Industry Council (MAGIC); have joined forces for the seventh annual Heartland Green Industry Expo. Uniting both associations is for the betterment of the turf industry, its members and affiliates. This expo and conference will attract record numbers of lawn and landscape companies, golf course superintendents and irrigation contractors.

Don't miss this opportunity to exhibit and be a sponsor at the biggest event of its kind in the Heartland. Our attendees want to see your new products and equipment; so expand your exposure by purchasing more than one booth, or consider one of the mini-islands or large-island spaces (with our new reduced rates) outlined in the attached exhibitor information kit. You'll want to make your reservation right away to assure your company a place.

Be where your customers will be on December 13-14, 2011,
at the Overland Park Convention Center!

We look forward to seeing you there.

If you have any questions, please don't hesitate to contact Kim Weitzel, Executive Director, at 816.561.5323 or kweitzel@swassn.com.

REDUCED RATES!

Island (20x40)	\$2,250
Mini-Island (20x20)	\$1,400
Booth (10x10)	\$650
Additional Booth	\$300

*Common
ground*

EXHIBIT RATES & FLOOR PLAN

Heartland Green Industry Expo: "Common Ground"

December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

Want to cut your cost, travel and time out of the office? . . . Exhibit at the Heartland Green Industry Expo where the top turf related associations in the heartland area are joining forces to present one of the largest conference and expos of its kind. It's one fee for exposure to several hundred attendees and multi associations at one time. Our attendees (lawn and landscape companies, golf course superintendents, irrigation contractors, and sports turf managers) are eager to see your products and equipment; so consider multiple booths for maximum exposure. Make your booth(s) selection by completing the exhibit contract on the following page; then mail or fax to the Heartland Green Expo Office. It's first-come, first-served; so don't delay. *(First priority will be given to contracts received with payment.)*

EXHIBIT RATES

Island (20x40)	\$2,250
Mini-Island (20x20)	\$1,400
Booth (10x10)	\$650
Additional Booth (10x10)	\$300



EXHIBIT HALL DECORATOR

The official show decorator is Geo. Fern Co. Upon receipt of your paid reservation agreement, The Association Office will notify Geo. Fern Co. and an exhibitor-kit with order forms and services will be mailed to the *contact name* on the Exhibit Contract. Geo. Fern Co. can also be reached at (816) 221-0525.

George Fern Company
Expositions • Corporate Events • Exhibits
Nationwide

- Banner Stands
- Table Throws
- Pop Up Displays
- Golf Course Sponsor Signs

816-221-0525 www.georgefern.com
751 Wyoming Street Kansas City, Missouri 64101

REPRESENTATIVES

- Island — 20'x40' (5 representatives included)
Includes: (8) 8ft tables, sixteen chairs, trashcan and basic signage
- Mini-Island — 20'x20' (4 representatives included)
Includes: (4) 8ft tables, eight chairs, trashcan and basic signage
- Booth — 10'x10' (2 representatives included)
Includes: 8ft table, two chairs, trashcan and basic signage
- Additional Booth — 10'x10' (1 representatives included)
Includes: 8ft table, two chairs, trashcan and basic signage

***Additional Booth Representative(s) — \$75 per rep / per day

EXHIBIT RATES INCLUDES:

Exhibit rates include: two continental breakfasts, two lunches, one coffee break, one reception and registration materials (per rep.). Please note the "Representatives" section above, for allotment of representatives and materials provided.

FREE SEMINAR REGISTRATION

As an exhibitor, you're provided the opportunity to attend the education sessions FREE of charge. Please indicate on your exhibit contract if you plan to attend, so we can make accommodations for seating and materials.

SOLICITATION

No solicitation will be allowed on the showroom floor unless a booth or island has been purchased. Those that don't adhere to this rule will be asked to leave the exhibit hall, at the discretion of the conference committee.

ATTENDEE LIST

To follow-up with your trade show contacts, a complete list of attendees will be sent electronically (to the email address indicated on the Exhibit Contract), after the conference.

SHOW HOURS

Move In

Monday, December 12, 2011

Islands & Min-Islands: 11:00am – 6:00pm

Booths: 2:00pm – 6:00pm

(Note: Doors will be closed at 6:00pm)

Show Hours

Tuesday, December 13, 2011

11:30am – 1:00pm

4:30pm – 6:00pm

Wednesday, December 14, 2011

11:30am – 1:00pm

Networking Opportunities

Tuesday, December 13, 2011

7:00am – 8:00am (continental breakfast)

10:15am – 10:30am (break)

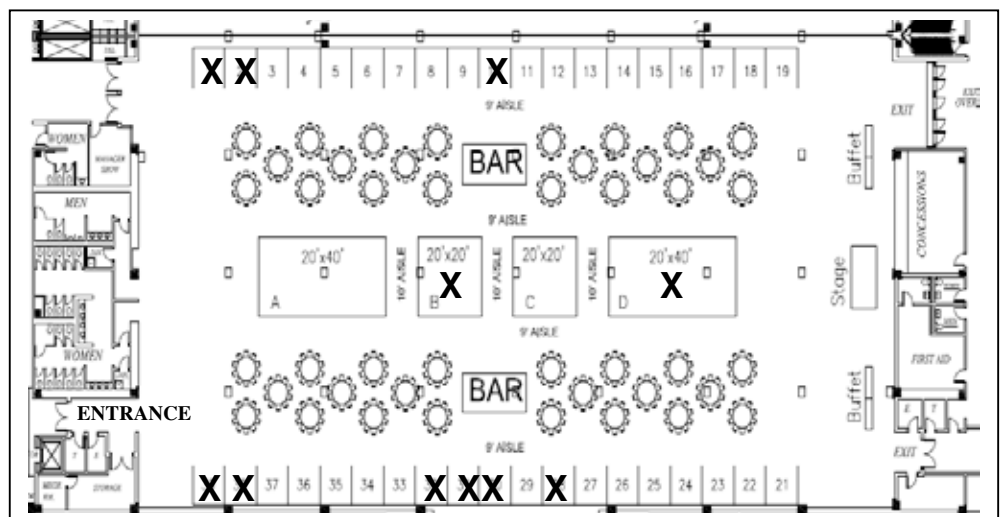
Wednesday, December 14, 2011

7:00am – 8:00am (continental breakfast)

Dismantle

Wednesday, December 14, 2011

1:00pm – 6:00pm



CONTRACT FOR EXHIBIT SPACE

Heartland Green Industry Expo: "Common Ground"
December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

INSTRUCTIONS

Please complete contract and return to the Association office with your check in the amount indicated below. This agreement becomes effective when it is approved, accepted and signed by the Association. This agreement, dated _____ is made between the Heartland Green Industry Expo: Common Ground Committee and _____ (*Exhibiting firm*).

In consideration of the sum indicated below as booth rental price, the Heartland Green Industry Expo leases space in their exhibit area pursuant to the Rules and Regulations as defined and published as they appear in the attached document, and which are made a part hereof. Heartland Green Industry Expo hereby assigns the required space(s), but the Exhibitor grants Heartland Green Industry Expo the right to alter locations if and as necessary to create a more effective exhibit, subject to the approval of the Exhibitor. Exhibitor is entitled to standard booth equipment as defined in the Rules and Regulations. Such equipment will be provided ONLY when ordered by means of the order form to be included in the Exhibitor packet. Exhibitor understands and agrees that expenses for trucking and handling of exhibit materials and equipment into and out of the exhibit building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the exhibit, are not part of the show fee and are paid separately by Exhibitor to the Official Contractor or suppliers of these services.

APPLICATION (Fully complete the information below exactly as it should appear in the show program and all official listings.)

Company Name _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

List Representatives Attending (**Booth/2; Mini-Island/4; Island/5**) 1) _____ 2) _____

3) _____ 4) _____ 5) _____

★Place a star next to those reps. that will be attending the educational seminars (free of charge). Need for headcount.

BOOTH ASSIGNMENT AND PAYMENT SCHEDULE

Exhibit Space Requested: 1ST _____ 2ND _____ 3RD _____ 4TH _____

BOOTH COST

_____ # of Islands x \$2,250 \$ _____
 _____ # of Mini-Islands x \$1,400 \$ _____
 _____ # of Booths x \$650 \$ _____
 _____ # of Additional Booths x \$300 \$ _____
 _____ # of Additional Booth Reps. \$ _____
 (list reps. in next column)

ADDITIONAL BOOTH REPS. (\$75 per person; per day)

_____ Dec. 13 Dec. 14
 _____ Dec. 13 Dec. 14
 _____ Dec. 13 Dec. 14
 _____ Dec. 13 Dec. 14
 _____ Dec. 13 Dec. 14

TOTAL AMOUNT DUE \$ _____

~ **ALL APPLICATIONS FOR EXHIBIT SPACE MUST ACCOMPANY AT LEAST A 50% DEPOSIT** ~

PAYMENT:

Check (Full Payment) Credit Card (Full Payment) 50% Deposit now and I agree to pay remaining balance on or before December 1, 2011.

Check Enclosed (made payable to Heartland Green Industry Expo)

Card No. _____ Exp.: _____ Security Code: _____ Name on Card: _____

ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS

We (Exhibiting Firm) hereby acknowledge that we have read, understand and accept the terms and conditions for exhibiting as set forth here and in the rules and regulations which are a part hereof, and will abide by such rules and regulations and any amendments thereto as published from time to time by exhibit management for governing this show.

For: Exhibiting Firm

Signature _____

Name (printed) _____

For: Heartland Green Industry Expo: Common Ground

Space no(s). _____ Date _____

Signature _____

Mail or Fax Exhibit Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991

on or before December 1, 2011.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Heartland Green Industry Expo: "Common Ground"
December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

Don't miss this opportunity for full exposure to several hundred attendees and multi associations at one time; plus help to assure the success of the Heartland Green Industry Expo: Common Ground Conference with your support. These are non-exclusive opportunities – more than one supplier can choose the same event. For cost of exclusive sponsorship (covering full cost of specified event), please call the Expo Management Company 816-561-5323.

PLATINUM SPONSOR - \$2,500

- One *Reception* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday Reception in the Exhibit Hall (You may provide 200 copies by December 1)
- One-fourth page ad in conference program.
(3 1/2" x 5", camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**
(complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

GOLD SPONSOR - \$2,000

- One *Lunch* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday or Wednesday Lunch in the Exhibit Hall. (You may provide 200 copies by December 1)
- Business card ad in conference program.
(3 1/2" x 2"), camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**
(complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

SILVER SPONSOR - \$1,500

- One *Continental Breakfast* recognition with company literature available. (You may provide 200 copies by December 1)
- Free conference registration to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**
(complete exhibit form)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

BRONZE SPONSOR - \$750

- One *Coffee Break* recognition with company literature available.
(You may provide 200 copies by December 1)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

FRIEND SPONSOR A La Carte

- Monetary Donation: \$ _____
 - Lanyards: You have in stock (\$250) ***
Need to Order (Cost + \$250) ***
- *** Your company name/logo imprinted on product.
Distributed to each attendee at registration (qty. 500)
Logo & Link on conference website

- All options include:*
- Black & White Logo in conference program
 - Recognition on Conference Signage
 - Introduction and recognition during Conference Reception

ADVERTISING INSERTION

Each convention registrant will receive a program booklet providing the convention schedule and conference highlights. This will be their guide to what's happening at the Heartland Green Industry Expo: Common Ground Conference, December 13-14, 2011. Now YOU have the opportunity to place an ad in this booklet. Use your space to focus attention on a new products or services, or to express support for the Association.

There is limited spacing, so reserve your ad today (first come, first served). Camera-ready ad with correct dimensions must be sent "electronically" to the Association Office by December 1. Email to: kweitzel@swassn.com

- Business Card Ad (3 1/2" x 2") - \$150
- One Fourth Page Ad (3 1/2" x 5") - \$300

Company: _____
 Full Address: _____
 City, St, Zip: _____
 Phone: _____

Authorized Representative: _____
 Email: _____
 Website/Link: _____
****I will submit (per my package):** •Logo •Ad •Literature

PAYMENT: • Check Enclosed • Invoice • Credit Card: No.: _____

Security Code: _____ Expiration #: _____
 Name on Card: _____

**** Please submit Logos, camera-ready Ads and Literature
 no later than December 1 to:
 Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141 or kweitzel@swassn.com
 (no reminder notices. no extensions)**

Mail or Fax Sponsorship/Advertising Form with Payment to: Heartland Green Industry Expo,
 P.O. Box 419264, Kansas City, MO 64141; Fax: 816-561-1991 on or before December 1.

ANNUAL MEETING

DATE: Tuesday, November 8, 2011

LOCATION: Lake Quivira Country Club
100 Crescent Blvd.
Lake Quivira, KS 66217
913-631-8002

HOST SUPERINTENDENT: Jeff White, CGCS

SCHEDULE: 12:00noon - Golf (optional)
5:00pm - Registration / Cash Bar
6:00pm - Dinner
6:45pm – Meeting & Election of Officers

COST: Meeting Only / \$40 per person
**Golf (optional) / \$10 per person

****GOLF:** If you would like to play golf at Quivira Lake Country Club prior to the meeting (at 12:00pm), the cost is an additional \$10. In order to play golf, you must attend the meeting. Please reserve your spot by completing the form below.

DRESS CODE: Golf / Country Club attire (collared shirts, spikeless shoes, no jeans or cargo pants) Meeting / Business Casual

RESERVATIONS: Mail, Fax or Email Reservation no later than Wednesday, November 2.



Promoting the welfare of the game of golf, the professional image and well-being of individual members, and to unite golf course superintendents in this area.

Yes, I/we plan to attend the Annual Meeting!

Meeting & Golf - \$50 Meeting Only - \$40

Attendee(s): _____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>

Contact: _____

Company: _____

Address: _____

Phone: _____ Email: _____

PAYMENT:

Check Enclosed Invoice(*) Credit Card: No.: _____

Security Code: _____ Exp.: _____

Name on Card: _____

POLICY:

- > By indicating you wish to be invoiced, you agree to pay total invoice upon receipt. Invoices will be sent electronically when an email is provided.
- > Cancellation refunds will not be provided within 24 hours of event.
- > "No Shows" will be billed.

Complete form and Mail, Fax or Email no later than Wednesday, November 2 to:

HEART OF AMERICA GCSA

P.O. Box 419264, Kansas City, MO 64141-6264

816-561-5323/phone; 816-561-1991/fax; www.hagcsa.org

HOLIDAY PARTY

DATE: Friday, December 2, 2011

LOCATION: Argosy Casino Hotel
777 NW Argosy Parkway
Riverside, MO 64150
Room: Casablanca/Cordoba (upper level – top of escalator)



Promoting the welfare of the game of golf, the professional image and well-being of individual members, and to unite golf course superintendents in this area.

SCHEDULE: 6:00 p.m. - Registration & Cocktails
7:00 p.m. - Dinner
7:45 p.m. - Program & Awards
8:30 p.m. - Entertainment: Comedian, Mike Baldwin (PG-13 show)
9:30p.m. - Raffle
10:00p.m. - Try your luck at the Casino

COST: \$50.00 per person (spouses and significant-others are welcome to attend.)

ROOM BLOCK: The Argosy has extended a discounted room rate of \$129 for a block of 10 rooms if you wish to stay the night. Make your own reservation by calling 1-800-270-7711 and state you're with the "Golf Course Superintendents".
Room Block Deadline: November 12, 2011.

FREE HAGCSA Membership - A separate drawing will be held for three free HAGCSA 2012 Memberships in categories A/B, C, AF. Must be present to win.

DRESS CODE: Business casual

RESERVATIONS: Mail, Fax or Email Reservation no later than Monday, November 28.

Yes, I/we plan to attend the Holiday Party!

Attendee(s): _____ Spouse/Significant: _____

Head Superintendent or person to invoice and/or contact: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT:

Check Enclosed Invoice(*) Credit Card: No.: _____
Exp.: _____ Security Code: _____
Name on Card: _____

POLICY:

- > By indicating you wish to be invoiced, you agree to pay total invoice upon receipt. Invoices will be sent electronically when an email is provided.
- > Cancellation refunds will not be provided within 24 hours of event.
- > "No Shows" will be billed.

Complete form and Mail, Fax or Email no later than Monday, November 28 to:
Heart of America GCSA
P.O. Box 419264, Kansas City, MO 64141-6264
816-561-5323/phone; 816-561-1991/fax; www.hagcsa.org

Out of the Oven and Into the Fire

By Ty McClellan, Agronomist, Mid-Continent Region

Although the summer of 2010 was one of the hottest on record and widely publicized for the wake of destruction in the turf industry, it looks as though we've jumped out of the oven and right into the fire in 2011. Popular phrases that include, "the perfect storm," "equal opportunity destroyer," and "turf loss of epic proportions" are being bantered about once again, as Mother Nature turns up the heat and tries to roast the cool-season turfgrasses found on many golf courses beyond well done.

Managing turf during June and July in the upper Mid-Continent Region has been anything but easy, given the persistent heat wave. For much of Kansas and Missouri, nearly every other day during the past nine weeks has exceeded 100°F, and nighttime lows have rarely dropped below 80°F. Even though it is hard to imagine, 2011 may surpass 2010 for record heat. Some superintendents are already stretched, as this summer had dealt them an even worse set of circumstances. August conditions may leave some to wonder how they will have any turf to manage as putting green soil temperatures may continue to exceed 90 degrees.

Somewhat surprisingly, education and communication efforts that were effective last year are not providing the same understanding ears this year. Course officials and golfers seem to be less receptive to the news about heat stress. This is a good time to revisit some fundamental principles of turf management:

- Creeping bentgrass root dieback begins when soil temperatures exceed 86°F at a 2-inch depth.
- Poa annua is a fragile species that is usually the first to decline during high temperatures.
- Portions of putting greens that suffer from poor air movement, poor drainage, and concentrated traffic (particularly the collars) are the most difficult to maintain and the first to decline.

Continued on next page

The advertisement features a central graphic with a green grass blade on the left and a yellow sun on the right. In the center, a cluster of green circles contains the chemical symbols for various nutrients: Fe, Zn, Mn, S, Ca, Mg, B, and Cu. Below this graphic, the text reads "MicroPel® H-201 Formulation for Turfgrass Homogenous Calcium and Micronutrient Source". To the right of the graphic are two white bags of MicroPel product, one with an orange label and one with a green label. Below the graphic, the slogan "KEEP IT SIMPLE! Feed the Plant a Well-Balanced Diet!" is displayed. At the bottom left, a paragraph states: "MicroPel® provides plant roots with essential secondary nutrients and micronutrients. The formulation is designed to feed root systems and optimize natural plant function." At the bottom right, a white box contains the text "Distributed By: Kansas City Turf Supply". The background of the advertisement is a photograph of a golf course with green grass and sand traps.

Out of the Oven and Into the Fire - cont.

To survive the heat and maintain turf health until the fire is extinguished with the onset of cooler temperatures, some of the most effective strategies include:

- Supplement automatic irrigation as much as possible with hand watering.
- Raise the mowing height and use solid front rollers when preparing the greens for play.
- Mow less frequently and roll instead.
- Use large oscillating fans to improve air circulation and assist the transpirational cooling of the turf. The fans may be needed continuously for 24 hours of the day.
- Vent the greens when possible via non-disruptive aeration techniques.
- Increase the rate and frequency of fungicide applications, as disease pressure increases with higher temperatures.
- Reduce traffic on the putting greens via temporary closure, if necessary, or cancelling/rescheduling large outings.

Cool season turfgrasses are in a fragile state, and superintendents and their staffs are feeling the effects of long hours and touch-and-go conditions. Now is the time to support them as they work to maintain the turf. Expectations for exceptional playability simply must be put on hold until temperatures cool off ... and hopefully that is soon.

AWARD NOMINATIONS

Deadline: October 3, 2011

Who will take home this year's awards? Now is the time to submit your nominations for Assistant Superintendent of the Year, Superintendent of the Year and the Chester Mendenhall Award for 2011.

Complete the enclosed form and submit nominations no later than October 3, 2011. Recipients will be awarded at the Holiday Party on December 2, at the Argosy Casino.

**2010
Superintendent of the Year**



SCOTT CUMMINS
Dub's Dread Golf Course

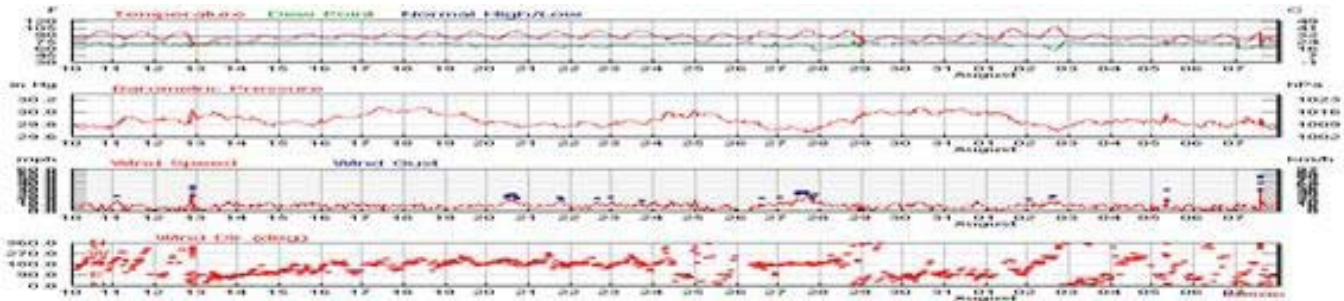
Weather Conditions for June – August 2011

Kansas City, Missouri, Data from KMKC

By Eric Bickel, Supt. Hallbrook CC

Two in a row? Similar to last year, for a 30+ day period, the extreme heat has been accompanied with higher than average humidity, lower than average wind speed, and no periods in which conditions have allowed for any recovery to the cool season grasses. The turf has remained in peak stress conditions for this entire time period. During these types of conditions the turf is unable to perform its basic physiological processes. To exasperate the stress, soil temperatures between 98 and 101 degrees persisted for the last 10 days of the heat wave. How hot was it?

For the 29 day period of July 10th through Aug. 7th the average high was 97.4 degrees and the average low was 79 degrees. The average dew point for this time period was 70, and the minimum temperature never reached 70. Total rainfall in Leawood was less than 1.5 inches. Other areas received higher amounts, which in some cases over-saturated the root zone and resulted in an accelerated heating of soils taking water away as a method of cooling.



Rank Ten hottest seven day periods by rank for last 25 years

Rank	Year	Date	High	Low	Avg.
1	1987	July 28th-3rd	101	80	90.5
1	2011	July 17th-23rd	100	81	90.5
3	2003	Aug 15th-21st	102	77.5	89.75
4	1999	July 25th-31st	97	82	89.5
4	1999	July 18th-24th	100	79	89.5
6	2007	Aug. 11th-17th	99	79	89
7	2011	July 31st-6th	98	79	88.5
7	2010	Aug. 8th-14th	99	78	88.5
7	1991	July 16th-22nd	99	78	88.5
10	2000	Aug. 28th-3rd	101	75	88
10	2011	July 24th-30th	97.5	78.5	88

For 25-year period 1987-2011:

- Hottest month July 2011
- Hottest week..... July 17-23, 2011
- July 28-3, 1987
- Hottest day..... Aug. 2, 2011
- Hottest average day temp for June through July..... 2011
- Most total days with lows above 75 Jun-Aug..... 2011
- Most total days with lows above 80 Jun-Aug..... 2011

Continued on next page

Weather Conditions for June – August 2011 - cont.

Honorable Mention for 2011

Most total days above 95..... 2011 is 2nd to 1988
Most severe root decline days..... 2011 is 2nd to 2010
Most consecutive days in the 90s..... 2011 is 2nd to 2007
Most consecutive days with lows above 70..... 2011 is 2nd to 2010

With nine days remaining in August, the summer of 2011 could also have the:

- Most total days over 100
- Most total days over 90
- Most total days with lows above 70
- Hottest average temperatures June through August

Hopefully current forecasts are accurate and we are finished setting records. Injury from heat, traffic, ball marking, divots, disease and maintenance accumulate during these periods. In extreme cases like this summer, this accumulation can accelerate past the point of return. Areas where air movement and morning sun are restricted are particularly prone to these types of accumulating injuries, as micro-climate heat indexes can average 20 degrees above actual. Even with excellent growing conditions this spring, turf loss on sites where environmental limitations exist can be an unavoidable truth. Golf courses which are heavily forested or are located in low lying topography are most prone to this type of impact.

NEW WEBSITE

(Same Address – New Look)



www.hagcsa.org

QUALITY S600TX COMPACT SKID STEER LOADERS – FROM A SOURCE YOU TRUST

A proven leader in innovative, high-performance lines of construction equipment, Vermeer brings the industry the S600TX compact skid steer loaders.



VERMEER GREAT PLAINS

Olathe, KS
1-800-932-3655

Goddard, KS
1-800-835-2301

Brookline, MO
1-800-845-7833

Catoosa, OK
1-866-416-3300

Oklahoma City, OK
1-800-201-4778

www.vermeer.com

Scholarship & Research Committee Update

By Jeff White, CGCS, Director

2011 Tourney Raises Over 20K!

Huge thanks go out to my committee, Kim Weitzel, vendors, participants Another special thanks to Scott Johnson, CGCS and Shadow Glen, The Golf Club, for hosting this year's event.

A spectacular day of golf, food, beverage, fun & prizes was had by all who attended. I can't say enough thanks to our vendors and sponsors support through these difficult economic times. We went into this event hoping to clear \$15,000 and we surpassed \$20,000!

The 2012 S&R is scheduled to be held at Hallbrook CC. The committee is seeking proposals for future research and is now accepting applications for scholarships. If you have or had an intern from a local university over the summer, please let them know the scholarship opportunities.

Looking forward to fall!



Do you want to be "one of the four" big winners of a \$250 gift card (right before Christmas)!? Simply participate in the 2011 Tony's Teasers trivia game. Each answer will pertain to something related to our industry, terminology we would recognise, a golf course, or even a local member (or a play on their name). The answer can be a person, place or thing.

August Teaser: Gay Circle

Answer: Fairy Ring

Teaser Winners:

**Matt Delventhal
Graham Edelman
Bill Irving
Mike Kipper
Nick Kray**

**Brad Lackey
Tim Nielsen
Dylan Senn
John Sheehe
Steve Wilson, CGCS**

Every month I will supply a clue. You must then come up with the correct response and submit your answer via the website only (www.hagcsa.org) prior to the answer being supplied in the next edition. Correct responses will entitle an entry (one entry per correct response) into the drawing. If you solve each month's riddle, your name gets put in the hat that many times; increasing your odds at this fabulous shopping spree. You must be present at the Holiday Party to win; so everyone better get in the spirit of the season! All members in good standing are eligible to enter.

September Teaser: Area in a bank drawer

Answer: _____

Hint: Are you up on your N?

GCSAA Chapter Outreach Grant Program

Although GCSAA dedicates considerable resources to national outreach, those efforts alone are not enough to achieve desired results. For this reason, GCSAA has established a fund to help chapters engage in activities that complement its efforts to communicate the value of membership to key constituents, primarily golfers and employers.

By creating awareness, the goal is to build greater understanding that leads to action. That action is manifested in increasing salaries, growing opportunities for career success/advancement and support of membership in GCSAA and its chapters. The support, in addition to providing dues, includes access to continuing education and networking resources.

2011 Chapter Outreach Grants

A record number of GCSAA chapters applied for the GCSAA Chapter Outreach Grant Program in 2011. This year's applicants' plans range from magazine editorial and advertising to radio programming to trade show booth development to educational video production. And for the first time three chapters (Everglades GCSA, Palm Beach GCSA and South Florida GCSA) are using their funds for a joint project with state-wide implications in Florida. The following programs received grants in 2011:

California GCSA: Hiring of a consultant that will assist with press releases for the six chapters in the state.

Carolinas GCSA: Hiring a freelance writer to produce newspaper columns highlighting the essential role of the superintendent.

GCSA of Central California: Starting a program (including display and promotional material) to increase public awareness of superintendents.

Everglades GCSA, Palm Beach GCSA and South Florida GCSA: Creating a video to show proper fertilizer application techniques in reaction to proposed nutrient restrictions in the state.

Greater Pittsburgh GCSA: Sponsorship, commercials and interviews on radio station ESPN 970.

Heart of America GCSA: Marketing agreement that includes tradeshow, local golf guide and radio presence.

Kansas GCSA: Creation of tradeshow booth.

Philadelphia Association of GCSA: Advertising in local golf magazine and continued presence on local radio golf show.

Rocky Mountain GCSA: Articles and advertising in Colorado Avid Golfer Magazine.

Sierra Nevada GCSA: Developing a booth to use at various golf events, including the 2011 Sacramento Golf Expo.

Treasure Coast GCSA: Improve website to connected with the community, including promotion of the chapter's popular Blue Pearl Tournament and increased social media efforts.



A Game Changer™

*Setting the new standard in service excellence
and solution delivery*



The Promise.

Service excellence

The Delivery.

Best agronomic & economic solutions

The Performance.

We will help your business grow

Your one-stop supplier of the most advanced
turf-growth solutions, including:

- Fertilizer Technologies
- Plant Nutrition
- Plant Protection
- Spray Technologies
- Water Management Solutions
- Seed



DIRECT SOLUTIONS™

© 2011 Agrium Advanced Technologies (U.S.) Inc. DIRECT SOLUTIONS, A GAME CHANGER, AGRIMUM ADVANCED TECHNOLOGIES and designs are trademarks owned by Agrium Inc.

David Fearis: 913-424-3626 dfearis@agriumat.com

I AM LIVING THE DREAM

By Jeff Elmer, Interim Editor

Rose was born into a golf course family. Born in Greeley, Colorado, her first home was just off the third fairway of Eaton Country Club, in Eaton, Colorado. Soon she was riding around the golf course with her parents as they surveyed the eastern Colorado landscape. And before long she was walking around the greens, tees and fairways with her dad while he tended to green keeping.

At the age of four, Rose, her mom and dad and her one-year-old sister, Molly, moved to Lee's Summit, Mo. Jeff and Carol Elmer were raised in South Kansas City and after 11 years and residences in three different states and two daughters, they were coming home. Rose and Molly would have the opportunity to grow up around lots of family and friends, in a place that would soon become as familiar to them as it was to their parents.



Early life for Rose was pretty typical. She excelled in both academics and athletics through grade school, middle school and high school. Upon graduation from Lee's Summit North

High School she decided to go to college at Southwest Missouri State University in Springfield. Four years later she graduated with a degree in Horticulture.



During high school she had several different jobs, in retail, in food service and finally working on the golf course maintenance staff at Oakwood Country Club. Working there every summer while in college, she developed an interest

in the green keeping business and by her second year of college had declared her major to be Horticulture.

Upon graduation, she was appointed assistant golf course superintendent at Oakwood. Subsequently, during the past five years, Rose has continued to learn the business. She tackles all the hard tasks. Nothing frightens her; she puts in her 50+ hours a week, she, like most assistants, fills in for the superintendent as needed as a very confident, organized, hardworking leader. And, most importantly, she enjoys her job, is positive about her choices, and looks forward to a bright future. Here goal is to become a golf course superintendent someday.



Amazingly enough, there is more to Rose than career. She has adopted two adorable

dogs, Taz and Emo. And last Thanksgiving Rose and her boyfriend, Matt York, got engaged. There will be a wedding November 5, 2011, and the planning has been intense. Rose and her sister, and her many friends have been working tirelessly to see that the affair will be one to remember.

Hobbies include running and fitness. Rose is an avid runner with many 5k and 10k races to her credit and she is currently training for her first half-marathon scheduled for this fall. She loves books, movies, and music. Travel is high on her list of favorite activities with her favorite being Hawaii.



Rose is a highly skilled, hardworking assistant superintendent, or so I've heard. And as far as this editor/golf course superintendent/dad is concerned, having your daughter be this talented, this beautiful, this hardworking, and having dedicated all of those traits towards being my assistant, there is only one way to say it. I am living the dream.

WHAT I DIDN'T LEARN IN COLLEGE

By Danny Kaleikau, Director

It never fails...right when you think that you've learned everything a course has to offer you get blind sided with a pop quiz. I never took construction management classes, had to navigate the political waters of city government, or even filed an insurance claim. Here I sit though, thrust into a final exam while never attending the class. No sense getting pissed off...you just have to deal with it...right? So here they are, the lessons I learned after taking the test.

The fire was started by a stray cigarette in a pile of leaves back on November 28, 2010. It burned through the wall and engulfed the inside with such intense flames that they triggered the motion alarm. They fire department fought the blaze for only an hour before it was under control, but the damage had already been done

You can go to this website for pics.

http://megain.smugmug.com/Around-Town/Rockwood-Fire-28Nov10/14851906_T43We#1108038731_36Htv

By this time I was in such a state of awe that I could barely think straight. "What do I do now?" was a question I asked myself several times throughout this entire process. I was so out of my element that I didn't even think that I had to figure out how to secure the place for the night. FYI, they have 24 hour response companies that specialize in this type of thing, they cost an arm and a leg but it's well worth it...after all insurance is picking up the tab, right?

The next week, which I thought would be consumed with inventorying lost items and cleanup, was actually filled with a lot of waiting. Waiting for insurance company to call back, waiting for the home office to call back, and waiting on over a half dozen people/companies to return our phone calls on how we were to proceed. During this week I learned a very important lesson...everyone likes to do things at their own pace. No matter how many emails you send, times you call, or messages you leave, they will not respond until they feel like it.

Once we stopped running around like headless chickens we started to schedule all the necessary appointments to get the cleanup underway. First on the list was getting

the professional cleaning crew in there to figure out what could be cleaned and what wasn't worth the time. This had to be done now so that the salvage crew hired by the insurance company could get in there and take everything else they could make a buck on to help recoup some of the cost of the claim. If it wasn't nailed down they took it. Including things they couldn't sell like beer, Gatorade, and bottled sodas. When I asked the men about it all they said was it was for personal use... WHAT! I was really looking forward to having 20 cases of beer come home with me. So you could imagine my dismay when I saw it drive away. The moral of this story, if you want to keep something that can't be sold and insurance has to pay out on it...get it out before the salvage guys get there.

Now comes the fun part...inventory of lost items. All of the merchandise was inventoried I the computer so it was simple. The hard part was going through the damage with a fine tooth comb writing down every broken display, melted light fixture, and charred chair. In all it took three guys two hours to make an accurate list, longer if you count the time researching replacement costs for everything. The more thorough you are the more money you can get in the claim so be detailed.

It has taken two weeks to get to the point where we're confident that we've gotten out of the shop that we could reuse. Now it's time to get the building demolished and get the ball rolling on the "new" Rockwood pro shop ...or so I thought. The insurance company had to do their assessment to determine whether it

would be cheaper to repair the damage or to just tear it down. They brought in multiple people who cut into ceilings, wall, and floors to evaluate the extent of the

Continued on next page



WHAT I DIDN'T LEARN IN COLLEGE - CONT.

burn damage. They finally decided that the repair cost were higher than replacement costs...ipso facto we get a new building...woo hoo!

My jubilation was grossly premature. Evidently, one needs permit to demolish a building and that takes 10 business days to get and they can't issue one until they've had confirmation that all the utilities have been shut off or disconnected. On top of all that, the city told me that the demo company would handle the permit but the demo company said that I had to get it. Long story short, it got handled but it took till March 7th to actually get building down and hauled off.

While we were jumping through demolition hoops the course has been completely closed. My GM has taken up residence in my office and was busy getting bids for the new building based on his custom layout. We tried to get an actual building that was built from

the ground up, but the insurance company said that we could only replace it with what was exactly there. That being said we made our decision and ordered the new double-wide trailer in mid February with an original completion day of April 15.

With the new building on order we had to shift our focus on getting the course open. To get that done we had to research construction trailers to get the one with the best price that fit our needs. Did you know that there are code requirements for construction trailers too? I didn't either. So in order to keep us from having to spend \$2500 on making the trailer code compliant for a business we had to go with the shipping container for a pro shop. These types of "buildings" are so new that the city doesn't have existing codes for us to adhere to.

With the issue of structure handled I had to get

Continued on next page



People...Products...Knowledge...

The Best "Tools" for Your "Trade"

Rick Blasi
913-484-7735

Mark Person
816-560-5448

Brian Ruder
913-706-5521

Tyrone Satterfield
913-541-1310

John Sheehe
913-424-6143

Helena Chemical Company
14401 West 100th Street • Lenexa, KS 66215 • Office 913-541-1310

People...Products...Knowledge...is a registered trademark of Helena Holding Company. ©2007 Helena Holding Company.

FERTILIZER FUNGICIDES INSECTICIDES HERBICIDES

WHAT I DIDN'T LEARN IN COLLEGE - CONT.

electricity, phone, and internet over to it. To get all that done meant that I had to deal with the city utility departments, the telephone/cable company, and the dreaded city inspections...blah...blah...blah. Once it was all said and done we were able to open up for business on March 8th. If you're keeping track it took 100 days to get open.

At this point we just glad to be open for business with a new building on order but it didn't take long for us to start dealing with more problems. For the sake of time and space I've used bullets.

- The foundation had to be repaired after demolition
- The building we ordered, which was supposed to be identical to what we had, was actually 4 feet longer based off plans that the insurance company gave the manufacturer. So the mason had to undo a lot of his work and extend the foundation to accommodate the new building
 - This meant more piers had to be drilled
 - New code requirements said that all piers had to be 3' down instead of the 1' piers that were there. This normally wouldn't have been a problem except that he his bedrock one inch down into the hole. So he jack hammered 2 foot of solid rock out of each hole.
- The building kept getting delayed from the manufacturer
 - In all we were delayed a total of 3 months. You could have built two trailers in the time it took them to get us one.
 - During transport the two trailers blew a total of 28 tires over a span of 600 miles.
 - Once it was in town the company who was supposed to set the building couldn't do it for 2 weeks because of the heat and refused to do any work on the weekend.
- Once it was set it was never leveled correctly
 - It sags 1" in the middle and the guy refuses to come and fix it because he says that it will make the roof and walls worse and start cracking.
- All the doors to the building were installed backwards which is a fire hazard.
- The plumbing had to be completely redone according to new city codes
 - In the meter pit by the street I repaired very bad leak over the winter since I changed the pit I was subject to new codes requiring double check valves in the pit and also in the new building.
- Luckily my plumber argued on my behalf and was able to convince the city to let us have a ¾" check valve in the pro shop and not the 2" double check valve in the pit.
- The grease trap wouldn't fit where we originally put it so the sink and water heater had to be rearranged to fit it without cutting a hole in the floor. We tried to get a smaller one but the health code says that the smallest trap we can have is a 40 pound trap.

At the time of this article the shop still isn't done. I'm sure we'll run into more issues but they're becoming more minor. Presently we are wrapping up the dirt work getting the outside inspection completed so we can at least occupy the building.

If I had to give myself a grade it would be a C. I got the job done but it wasn't pretty...much like my writing in this article.

Public Relations Committee Report

By Brad Gray, Director

It is hard to believe that it is September, but on the other hand it could have come much sooner. As we all battled through the extreme heat the Public Relations Committee was wrapping up the coordination of guests for the Midwest Golf Talk Radio Hour hosted by Bryan Wright on WHB 810 sports radio. The show's last airing was on Sunday, August 21st. Thanks to Brian Wright for the hospitality and making the HAGCSA a part of the golfing community.

In addition to the radio show, the committee helped recruit volunteers to assist Gary Sailer, Certified Golf Course Superintendent of Nicklaus Golf Club at Lionsgate, with the PGA Nationwide Tour Midwest Classic Golf Tournament. Thank you to all who volunteered and sharing your valuable time. Gary and his team had the course in great condition. Furthermore, the committee thanks the following vendors for providing meals during the evening work shift at the Midwest Classic: John Deere Landscapes, Kansas City Turf Supply, BWI, and the GCSAA.

In late June, the GCSAA Strategic Communications Committee awarded the HAGCSA a grant of \$1,000 as part of a chapter outreach program. An application was submitted by the PR Committee on behalf of the Heart. The grant will aid in offsetting the expenses utilized to market the association to the public and membership. If you have any public relations ideas please share or forward. Hope all is well and best of luck with the remainder of the season.

ADVANCED AMINO ACID TECHNOLOGY

- Backed by University Research
- Contains 18 Biologically Active L-Amino Acids
- True Foliar Absorption
- Enhances Efficacy of Nutrients and Chemicals
- Provides Maximum Protection from Stress
- Produced at a Pharmaceutical Facility-ISO 9001 & 14001 Certified
- Environmentally Safe



1-800-925-5187 macro-sorb.com

KANSAS CITY TURF SUPPLY, INC.,
 13667 W. 129th Pl, Olathe, KS 66062 913-915-2994

Beechtree Golf Club, Aberdeen, Maryland ~ Hole #2, Par 3



PROFESSIONAL
TURF PRODUCTS

Professional Turf Products

Call us today at
817-785-1900 or
888-PRO-TURF



**835S/855S
Series**



**RM5610
Crosstrax**

**Please call us for any
new or refurbished product,
or your parts and service needs**

WWW.PROTURF.COM

Houston • Euless • Kansas City • San Antonio • Tulsa
Ty-Crop • Otterbine Fountains • Club Car • Flowtronex

Awards Committee Report

By Danny Kaleikau, Director

You know the season is starting to wind down when we start talking about nominations for the Assistant Superintendent, Superintendent, and Chester H. Mendenhall awards. So to make everyone feel better...let's talk about it. Below is the list of criteria for nominating someone for one of the aforementioned awards. If you know of someone whom you want to nominate do so by October 3, 2011, by filling out the nomination form on the website or on the next page.

Eligibility and Qualifications

Assistant Superintendent of the Year

This award will be presented annually to the assistant who has demonstrated dedication and excellence at their job over the past year.

The guidelines are as follows:

1. Must be a member of the Heart of America.
2. Must be an assistant that represents their profession to the highest degree.
3. Must be at their present course for no less than two seasons.
4. This award shall be governed by the assistant's achievements in any of the following.
 - Competency in agronomic skills
 - Ability to efficiently run the daily operations of the course
 - Effectively running course projects
 - Assisting in the preparation of their course for regional or national events
 - Involvement with local, regional, or national turf related associations
 - Strong involvement in course renovations and new course construction
 - Goal oriented and striving to become a superintendent
 - Exceptional contributions to this association through involvement
5. These accomplishments must have occurred in the current year.

Superintendent of the Year

This award, established in 1970, has been presented annually to the golf course superintendent who has demonstrated dedication and outstanding service to his or her profession.

The guidelines are as follows:

1. Must be a "Class A or Superintendent Member" in good standing.
2. Must be a superintendent that represents the organization and himself to the highest degree.
3. This award shall be governed by the superintendent's achievements in either:
 - Excellence in golf course management
 - Preparation of his or her course for regional or national golf tournaments
 - Achievements for renovation or new golf course construction
 - Involvement with local, regional, or national turf related associations
 - Exceptional contributions to this association through involvement
4. These accomplishments must have occurred in the current year.

Continued on page 38

HAGCSA AWARD NOMINATION FORM

HEART OF AMERICA GCSA AWARD WINNERS



Assistant Superintendent of the Year

- 2005 Greg Milligan
- 2006 John Sheehe
- 2007 Jeff Stoecklein
- 2008 Johnny Brockus
- 2009 Matthew Delventhal
- 2010 Andrew Jones

Superintendent of the Year

- 1982 Carl Beer
- 1983 Chet Mendenhall
- 1984 Jack and Bill Robison
- 1985 Del King
- 1987 Duane Patton, CGCS
- 1988 Nels Lindgren, CGCS
- 1989 Cary Tegtmeyer, CGCS
- 1990 Ed Huggins
- 1992 Loren Breedlove
- 1993 Jeff Eldridge, CGCS
- 1994 Pat Finlen, CGCS
- 1995 Jon Francis
- 1996 Chuck Hybl, CGCS
- 1997 Jeff Elmer, CGCS
- 1998 Jim Naudet
- 1999 Mark Pierce
- 2000 Paul Tormanen
- 2001 Tony Bertels
- 2002 Duane Sander, CGCS
- 2003 Brian Ruder
- 2004 Rusty Hamman
- 2005 Jimmy Angelotti
- 2006 Doug Melchior
- 2007 Brad Minnick, CGCS
- 2008 Terry Rodenberg
- 2009 Daryl Pearson
- 2010 Scott Cummins

Chester Mendenhall Award

- 1987 Gil Collins
- 1988 Sandy Queen, CGCS
- 1989 Tom Kohout
- 1990 Dave Fearis, CGCS
- 1991 Duane Patton, CGCS
- 1992 Dick Stuntz, CGCS
- 1994 Meril Vanderpool
- 1995 Jud Coester
- 1996 Jim Sheilds
- 1997 Pat Finlen, CGCS
- 1998 Dave Fearis, CGCS
- 1999 Gene Eldridge
- 2000 Nels Lindgren, CGCS
- 2001 Dick Stuntz, CGCS
- 2002 Jeff Elmer, CGCS
- 2003 Melvin W. Anderson
- 2004 Loren Breedlove, CGCS
- 2005 Gary Higbie
- 2006 Tony Bertels
- 2007 Bill Maynard, CGCS
- 2008 Jeff Eldridge, CGCS
- 2009 Woody Moriarty
- 2010 Jeff White, CGCS

Please use this form to nominate individuals for the Assistant Superintendent of Year, Superintendent of the Year and the Chester H. Mendenhall Award. Qualifications and criteria for each award are listed on the back of this form. Please feel free to add sheets if additional room is needed.

Assistant Superintendent of the Year Award

Individual Nominated: _____

Reasons for Nominating: _____

Superintendent of the Year Award

Individual Nominated: _____

Reasons for Nominating: _____

Chester H. Mendenhall Award

Individual Nominated: _____

Reasons for Nominating: _____

*Please submit your nomination to HAGCSA by **OCTOBER 3, 2011.***

P.O Box 419264 . Kansas City . MO . 64141

816-561-5323 . 816-561-1991 (fax) . kweitzel@swassn.com



See how equipment and agronomics can work together.

Only John Deere Golf offers both a full selection of golf maintenance equipment and soft goods from top name brands. Plus advice on how to pick the best of each for your course. Call us today.



Think Ahead.

Equipment Sales:
Van Wall Golf
Olathe, KS
800-444-TURF

Agronomic Sales:
Jeff Stoecklein,
816-719-2694
Ken Harding
913-208-6546

Take the Plunge

By Robert Evans Wilson

"I hate you! I'm going to kill you tonight after you fall asleep," screamed nine-year-old Jerry to his foster mother. It was hard to believe such hateful words could come from this adorable child with big blue eyes and an impish face.

Dee loves Jerry and want to adopt him, but these angry outbursts frighten her (I have changed their names to protect their privacy). She tries to imagine what he will be like, if he does not learn to control his anger, when he is a teenager and outsizes her in both height and weight. The court says she has to make a decision this month on whether or not to keep him. And, she is torn about what to do.

Two years ago, 45 year-old Dee, a beautiful redhead who never married, decided that the only way she was going to have children would be to adopt. She became a foster parent with the hopes of finding a child she could love and raise. Within a couple of months, the agency called with an eight-year-old redheaded boy who resembled her enough to be her own. Dee was warned that Jerry had serious anger issues. The boy had been passed from foster home to foster home since birth and had never known a stable home life. Dee's heart went out to Jerry.

While she comes from a large family and is Auntie Dee to many, she had no first-hand experience raising children herself. Jumping into the deep end with a troubled little boy was the proverbial "sink or swim" situation, but Dee threw herself completely into it. She went from being a carefree single to a single Mom with a steep learning curve. It's one thing to start from scratch with a baby, where you get to learn as you go along; it's a whole other story when a child come pre-programmed with years of neglect and abuse.

She went from just having to get up and go to work, to having to get up and get a little boy ready for school. There's homework to be checked, meals to be prepared, additional laundry, and all the shuttling to and from school, sports, and counseling. It's not all work, she is also enjoying the fun parts of raising a child: going to the playground, reading stories, cooking meals together, and savoring the adoring words of, "I love you, Mommy."

The deadline to adopt or not is only weeks away. With each passing day, Jerry becomes more belligerent. When Dee asks him to put on his shoes, or brush his teeth, he refuses, throws a fit, and calls her unprintable names.

Adding to this dilemma is that Dee was laid off from her job in April. Once she adopts, the resources that have been provided by the government will end. She has been able to pick up some temp work here and there, but she is concerned that she may not have the money necessary to provide Jerry with the ongoing counseling he needs.

Dee and I met at an advertising convention five years ago, and even though we live three thousand miles apart we have become good friends. I have followed her saga with Jerry closely. Recently, knowing that I'm a single parent, she asked me what I would do. Here's what I said, "I encourage you to adopt Jerry. I believe when he sees you make that commitment his behavior will improve. His behavior is getting worse right now because he is afraid. In his mind, it is safer for him to purposely fail than it is for him to get his expectations up that you will adopt him. He has been there before - over and over again - and has been disappointed. He knows how much it hurts; and it would cause him too much pain to give in to hope again - and lose. He has created a survival mechanism that is all about fighting you and threatening you because if you reject him, he will at least have a reason he understands. Jerry is shielding his heart from being broken again."

"Dee, I know it's a risk, but I hope you'll choose him. I believe it will save his life. You have great resources already available to you through your family. And, in my experience, when you commit to something, more resources always appear. I believe with all my heart that he will become the son you want - because you will have shown him that is your intention and he will want to live up to it."

If you are sitting on the fence about a commitment, my suggestion is to go for it. Jump in feet first and find out where it takes you. I'll write more on commitment next time.



Robert Evens Wilson, Jr., is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit <http://www.jumpstartyourmeeting.com>.

Awards Committee Report - cont.

Chester H. Mendenhall Award

This award has been established to honor an individual who has devoted extensive time and effort to the promotion of golf, the art of greenskeeping and other related fields. Begun in 1983, this award is named after a golf course superintendent who dedicated his life to his profession.

The guidelines are as follows:

1. Must be a HAGCSA member in good standing.
2. Must be an individual that represents the organization and him or herself to the highest degree.
3. This award shall be governed by the individual's achievements over an extended period of time:
 - Outstanding service to this organization
 - Involvement with local, regional, or national turf related organizations
 - Continued support and service to the golf industry or his/her community.

COMMERCIAL TURF & TRACTOR

BUILT ON EXPERIENCE, SERVICE & CUSTOMER SATISFACTION!

CONTRACTING, SALES, SERVICE, PARTS

Trust Your Turf to Us!

- Terra Spike® Deep-tine Aeration • Overseeding & Slit Seeding • Core Collecting •
- Greens, Tees, Fairways, Sports Fields • Complete Turf Renovation •

Home of Big Woody Barbeque Sauce!

Wiedenmann®
TERRA FLOAT



Wiedenmann®
TERRA SPIKE
DEEP TINE
AERATION



GREENSMOWER
TOOLS



Wiedenmann®
TERRA CLEAN



ROTADAIRON®
SOIL
RENOVATOR



WaterWick®
GRAVEL VEIN
INJECTION



MASSEY FERUGSON
Massey Ferguson
Tractors



First
Products
SEED-a-VATOR



www.bryanshend.com

1-800-748-7497

Bryan Wood, Owner

Serving the Industry for over 28 years

Check out our demo and trade-in equipment for sale

www.commercialturfandtractor.com • www.turfmachinery.com

**Pump Station
Service**

"Service You Can Trust"

- Preventative Maintenance
- PLC Control Logic
- Vertical Turbines
- Centrifugal Boosters
- Sweetwater Sulfur Burner
- Design & Construction
- Water Features
- Fertigation
- VFD
- Filters



FOR MORE INFORMATION CALL:

John M. Dexter

(816) 210-8140

Toll free: (888) 437-3136

RAIN BIRD.

WATERTRONICS®
ELECTRONICALLY CONTROLLED PUMPING SYSTEMS

FLOWTRONEX™

SyncroFlo
Pumping System Solutions



MEMBERSHIP APPLICATION

~ If you are applying for membership as a Superintendent, you **must** also be a member of the national association, Golf Course Superintendents Association of America.
 Download an application at: www.gcsaa.org ~

Name _____ GCSAA Membership #: _____

Club or Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail _____

Home Address _____

City, State, Zip _____

Phone _____ Spouse _____

Check here if you wish to receive your mailings at home.

JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

DATES EMPLOYED	EMPLOYER NAME AND ADDRESS	TITLE
From _____ To _____	_____	_____
From _____ To _____	_____	_____
From _____ To _____	_____	_____
From _____ To _____	_____	_____

I hereby make application for membership in the Heart of America Golf Course Superintendents Association and attach herewith my dues for the current year. If accepted, I agree to uphold the by-laws of this Association and subscribe to the following code of ethics. To the end that confidence and respect may be enjoyed by members of our Association, the code of ethics is promulgated and observation of its provisions required.

- Every member shall take pride in his/her work and regard it as a profession in which all members strive to maintain its good name.
- Realizing that the best asset that a member can have is thorough knowledge of his/her business, he/she shall constantly try to improve his/her knowledge and effectiveness by freely exchanging experiences and ideas with fellow members and take advantage of all opportunities for improvement.
- He/she shall endeavor to maintain courteous relations with his/her employer and his/her associates and endeavor to have his/her employees take pride in doing their work well.
- In accomplishing his/her own and the Association's best interest, observance of the following suggestions are recommended.
 - **Seeking Employment:** 1. Seek counsel of local associations when applying for a position in a new district; 2. Recommend only qualified GCSAA members; 3. Ascertain the wage scale in the district in which you are seeking employment, then uphold that talk with the person who last held or now holds the position of Golf Course Superintendent.
 - **Visiting:** 1. Present your HAGCSA or GCSAA membership card when visiting; 2. Always contact the Superintendent of the course you are visiting; 3. Honor requests for technical help from golf courses only when channeled through the Superintendent of the course making the request.

Communication Consent: I agree to receive notices, advertisements, announcements, brochures, and other information from Heart of America Golf Course Superintendents of America via facsimile, telephone or e-mail. I further agree that my express permission to fax, telephone or e-mail me such notices and other information will continue and have no date of expiration, unless a written request is received indicating a change in permission.

ATTESTED: The applicant must be attested by three peers and/or colleagues.

Print Name: _____ Signature _____ Date _____

Print Name: _____ Signature _____ Date _____

Print Name: _____ Signature _____ Date _____

Please include Annual Membership Dues with Application (Term: January to December):

- Superintendents - \$130
- Assistant Superintendents - \$70
- Suppliers - \$130
- Golf Course Employees - \$70
- Students - \$25

Heart of America Golf Course Superintendents Association
 P.O. Box 419264 . Kansas City . MO . 64141-6264 . 816-561-5323 . Fax/816-561-1991 . www.hagcsa.org



*Special Thanks to our
2011 Partners*

PLATINUM PARTNERS



GOLD PARTNERS



Bayer Environmental Science



SILVER PARTNERS



Take Care of You

I once shot a 30 playing nine holes in team league event. At the end of the round, teammates and opponents alike urged me to play the other nine right then, but I said, "Oh no, I couldn't." So I slept on it and played the back nine the following morning, you know just to see. All I wanted to do was shoot low enough that the combined score was par or better. Not bloody likely - 42 for a 72, one shot over par for 18 holes. Figures. But the 30 still stands as one of the highlights of my golfing career. While I wouldn't say my golfing career is over now, but, yeah, it's over. I played twice last year and once this year. Let's extrapolate that out and determine how many rounds I will play next year. Zero. Check.



How did this happen? The game I have built my career around, the only sport I was ever any good at playing, I have just let it go. I will tell you how it happened: I got fat. Having been a rather slender fellow most of my life, a few years ago I saw some pictures of myself that were, shall we say, less than flattering, from the "look at that gut!" standpoint. How did that happen? I know, right! Anyway, a new passion crept into my life. It didn't take long to learn that less food makes for less stomach. And more exercise means better health. Eat less, exercise more. Check.

So I began to run. And run I do. My interest in regaining my former physique, turned into a passion for running. It has now turned into a 2000 miles a year hobby. I have participated in 20 or more 5k races, a handful of 10k's, several half-marathons including one at Walt Disney World last January, and one marathon - the Kansas City Marathon last October. I will be participating in my second Kansas City Marathon this coming October. My legs hurt just thinking about it. I am not really very good at the racing aspect of these events, although in my age group I don't suck. I just like to run. Put on the head phones, crank up the music and run.

Life isn't always about work. And it isn't always about family. Granted, about 99% of life is about family and work combined. Sure. Of course. As it should be. But sometimes it has to be about you. So whether it is golf, tennis, travel, books or running, take care of you. Find something besides work and family that you enjoy and embrace it. I think if you find something that makes you happy, the other aspects of life benefit as well. Sure, that's easy for me to say, I'm skinny, or so I've been told. Check.

**Jeff Elmer,
Interim Editor**

INDEX of ADVERTISERS

Agrium Advanced Technologies.....	27	Reinders.....	8
Commerical Turf & Tractor/Wiedenmann.....	38	Supreme Turf Products.....	10
Helena Chemical.....	30	Turfwerks.....	13
Herfort Norby Golf Course Architects	9	Vermeer Great Plains.....	24
John Deere Golf/Van Wall Equip.....	36	Urban Tree Specialists.....	4
Kansas City Turf Supply.....	21, 32	Winfield Solutions.....	3
Professional Turf Products	33	Williams Lawn Seed.....	11
Pump Station Service	38		

FUNCTION FORECAST

DATE

October 3-4

October

November 8

December 2

December 13-14

EVENT

MO Cup Challenge

Vendor Appreciation

Annual Meeting

Holiday Party

Common Ground Conference



HEARTBEAT • Tony Bertels, Editor

Heart of America GCSA • P.O. Box 419264 • Kansas City, MO 64141-6264